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## LULU shopping center signs Beyond Squarefeet for fit-out management

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LULU International Shopping Mall has appointed Beyond Squarefeet to execute the fit-out management of the 1.6 million sq.ft mall coming up soon in Cochin, thus making it one of the biggest malls of the country.

LULU International Shopping Mall is an eclectic ensemble of retail offerings spread across ground plus 3 floors, occupying 16,98,261 sq.ft. of built-up space in 17 acres, inclusive of an 9 screen multiplex, a 50,000 sq.ft family entertainment center, a 3500 seater food court including 18 multi-cuisine kitchens and 10 fine dining restaurants.

The mall is promoted by EMKE/LuLu Group headquartered in Abu Dhabi, UAE. The Group with its flagship retail chain of LULU hypermarkets and supermarkets is currently rated as one of the top players in the Middle-East retail sector and enjoys a market share of more than 32 per cent. Shibu Philips, business head, LULU International Shopping Mall, Cochin, said, "Our mall is an outcome of a blend of passion with professionalism. Having created benchmarks in the Middle East for over 30 years, we are now looking at expanding our business in India. The mall is soon going to be ready for fit-outs, and our intention was to hire the best talent in the country."

The group has chosen Beyond Squarefeet, India's first boutique Mall advisory company, to overlook the malls fit-out management process. Speaking on the development, Susil Dungarwal, chief mall mechanic, Beyond Squarefeet, said, "Since LULU is already an established player with international recognition and standards, we will have to face the challenge to match their expectations, at the same time, assist them in setting up a world class mall."

The EMKE Group has grown from an enterprise to an international group with operations spread over 29 countries with a turnover of over US\$ 4.2 bn.

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